



## Doty-Trust Park construction approved

Residents near the vacant Doty-Trust Park site will soon have access to lighted playgrounds, walking paths and a basketball court.

On February 1, City Council awarded a construction contract to C.S. Legacy Construction, Inc. in the total amount of \$3.5 million for Doty-Trust Park. The approximately 23.1-acre park site is located near the intersection of Campbell and Golden Avenues.

It was called Golden Park until 2006, when it was renamed to honor two Riverside police officers killed in the line of duty. Dennis C. Doty and Phillip N. Trust were shot in 1982 as they tried to serve a warrant in a bank robbery case.



As part of that recognition there will be a remembrance to the fallen officers.

Other park improvements include a children's playground, a waterplay feature, a basketball court, turf meadow, picnic shelters, lighted

walking and jogging pathways, and parking lots. The neighborhood park will maintain 6.5 acres that fall on steep and rugged terrain as natural open space with connections to existing trails.

The Park's master plan was created with input from the residents and its construction was made possible thanks to Redevelopment funds. This project provides an estimated 30 jobs per week for 45 weeks.

The Doty-Trust Park will offer recreational and open space amenities to serve the project area residents as well as enhance overall community pride. Come out and celebrate this park's much-awaited ground breaking on March 16 at 5 p.m.

## Redevelopment makes affordable housing possible



Riverside is home to more than 300,000 residents who live in a variety of housing. Whether you live in a single-family home or an apartment, the City of Riverside knows how important it is to have a home that is safe, decent and affordable.

With the help of Redevelopment funds, the City has been able to help homeowners address health and safety issues, provide down payment assistance to income eligible first-time homebuyers, and transform single- and multi-family properties that are



run down and crime ridden into safe, desirable places to live. Redevelopment is one of the few tools and the leading source of funding of affordable housing in the City of Riverside.

Redevelopment uses property tax revenue generated in special areas to pay for projects that erase blight or provide affordable housing. Since 2000, the City of Riverside has invested \$37 million in affordable housing. This has resulted in 884 affordable housing units, 318 home improvement loans and helped 33

first-time home owners acquire a home. With the threat of eliminating Redevelopment agencies, the City of Riverside could lose its most valuable tool in creating and maintaining affordable housing.

*To learn more about redevelopment and its role in creating affordable housing in Riverside, visit [RiversideCa.gov/Redev](http://RiversideCa.gov/Redev)*

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## Marcy Library gets new home

In May, Marcy Library will open to the public with a brand new look and a brand new address thanks to Redevelopment funds.

Marcy Library is moving from 3711 Central Avenue to its new, expanded location at 6927 Magnolia Avenue. This new 19,000-square-foot building more than doubles its previous size and parking has quadrupled for patrons. In addition to the programs and services offered at the branch, there will be 35 public access computers, a dedicated children's area and a quiet study room.

As part of this project, a photovoltaic (solar) system was installed on the new Library roof in order to increase the level of renewable resources in the City's power portfolio.

The building has two stories and the second story will be used for the Parks, Recreation and Community Services Department Headquarters, which is currently located on Chestnut Avenue behind White Park, returning that location to its intended use as the Dales Senior Center.

Since construction began in July 2010, this project brought an average of 15 jobs per week for 40 weeks to Riverside.

Marcy Library on Central Avenue will celebrate its grand opening in its new home on May 14 at 10 a.m. Make plans to attend this momentous event and continue watching for exciting things happening at the Riverside Public Library.

## Mid-year budget update



Riverside continues to prudently manage its budget and provide high levels of service to the community. At the fiscal year mid-point, modest revenue growth and careful budget controls have maintained a healthy reserve.

For the first time in three years, City tax revenue is increasing – a positive sign of economic recovery. Sales tax, which currently accounts for 20% of General Fund revenue, has halted its downward trend and is projected at \$43.2 million. Property taxes also show encouraging growth and are projected at \$44.5 million which is higher than the originally budgeted amount.

In keeping with the City Council's direction, expenditures have been reduced over the last several years to align with revenues and to maintain reserves at a responsible level. Over a five year period, the approved General Fund budget has been reduced by \$28.1 million. City department heads, with the support of managers and employees, continue to undertake efforts to reduce operating costs while sustaining key service levels.

Riverside entered the second half of this fiscal year with high service levels, a prudent General Fund Reserve and a highly-productive workforce.

# New online Community Calendar

Residents looking for information about City events and public meetings now have access to a redesigned online community calendar. Instantly find out what is going on around Riverside with this new up-to-date and easier to search calendar.

The new community calendar is an online informational tool to what is happening in Riverside. The redesign was a collective effort between Seizing Our Destiny Route Champions and the City's Development and Information Technology departments. Online visitors will find this calendar and our city Web site very easy to

use. Whether you're looking for information on a cultural event, community meeting or sporting event, this new calendar will help you find the information you want about what is going on in the City.

Now you can submit your own community events online. With this new calendar feature it makes it easier for Riverside residents to find out what great opportunities are out there for them and their families. The redesign was completed using internal resources with no additional cost to the City.

*To view the new online community calendar visit [Calendar.RiversideCa.gov](http://Calendar.RiversideCa.gov)*





## AMA Plastics opens for business in Riverside

After several months of preparation, AMA Plastics will soon open its doors for business in Riverside. One of those much-needed, behind-the-scenes companies we don't often think about, AMA designs and creates a vast assortment of the plastic products that we use every day. In fact, AMA is one of the largest custom plastic injection molding companies west of the Rockies!

When AMA Plastics went looking for a place to grow their business, they considered several sites throughout Southern California and Nevada before deciding to relocate their Corona facility to a 150,000-square-foot building in Riverside's Hunter Park. In their new, larger facility the company immediately set to work building out a "clean room" that will allow them to expand their product line into the area of manufacturing parts for medical devices. And because AMA chose a location in a Redevelopment

area, they were able to take advantage of favorable loan rates, keeping 250 current jobs in our community and setting the stage for future job growth.

Even before they have cast the first mold at their new address, AMA is seeing the benefits of their move. In addition to qualifying for the City's Public Utilities Economic Development Rate giving them reliable Riverside electricity at very competitive pricing, they have begun to forge new partnerships with their neighbors. AMA has already negotiated an agreement with local infant product manufacturer and distributor Summer Infant to provide their custom services to the company's line of baby products.

Welcoming growing, diversifying companies like AMA Plastics means jobs and prosperity for Riverside.

## Grand Prix event comes to La Sierra

On your mark... get set... GO! Motorsport racing is making a comeback in Riverside. The first La Sierra Grand Prix is an event the entire family can enjoy.

The La Sierra Grand Prix will be held on May 15 from 11 a.m. to 6 p.m. at 4200 Riverwalk Parkway. Spectators will have the opportunity to watch drifting demonstrations, races, car exhibitions and much more. In addition, there will be a car show, motorsports specialty vendors and food.

There will be approximately 15 four-leg races throughout the day. Drivers will be using racing carts from Adams Motor Sport Park that go up to 40 miles per hour. Drivers will receive a special event map of the Grand Prix track.

The Grand Prix is an event for the whole family and you don't want to miss out. If you are interested in being a sponsor, vendor or participant, please contact special events staff at [specialevents@riversideca.gov](mailto:specialevents@riversideca.gov) or call 826-5265.



## Coming Spring 2011

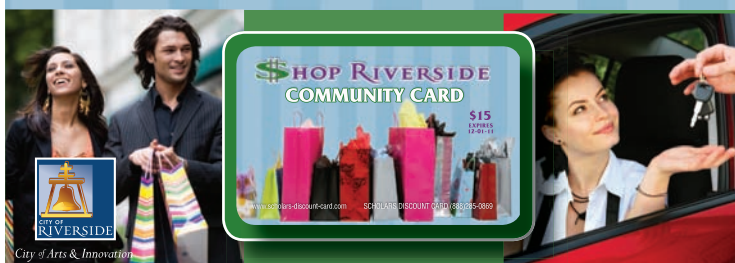
Mar 18-20	Broadway Series: Legally Blonde	May 7	Mariachi Reyna de Los Angeles® with the Corona Symphony Pops
Mar 22	The Mystery of King Tut	May 13	Bob James
Mar 25	Wanda Sykes	May 14	Riverside County Philharmonic
Mar 26	Chris Botti	May 20-22	Broadway Series: Burn The Floor
Apr 1	Scott Stapp	Jun 3	Country Rock Legends
Apr 2	All In Good Taste: Katipunan		
Apr 9	Jourdan Urbach with Riverside County Philharmonic		
Apr 10	Arlo Guthrie		
May 5	California Baptist University Choir and Orchestra		

**FOX**  
Performing Arts Center  
Riverside, California

## \$HOP RIVERSIDE

KEEP YOUR TAX DOLLARS WORKING IN YOUR COMMUNITY

1% of all taxable sales come back to the City to support Fire, Police, Museum, Parks, Libraries and Youth Programs.



# THE GREEN PAGE

## Reduce outdoor water use, log on to FreeSprinklerNozzles.com

Reduce your outdoor water use, with free sprinkler nozzles from Riverside Public Utilities.

The City of Riverside's water providers have once again teamed up with local irrigation manufacturer The Toro Company to offer free Toro Precision Series Spray Nozzles to Riverside water customers.

While supplies last (or through May 30, 2011), Riverside Public Utilities and Western Municipal Water District water customers can log on to FreeSprinklerNozzles.com, enter their account information, and receive vouchers good for Precision Series Nozzles redeemable at one of three participating Riverside irrigation retailers.

The Web site provides educational videos and step-by-step instructions on how to retrofit older high water use sprinkler nozzles with Precision Series Nozzles, which use up to 20% less water per sprinkler without adjusting sprinkler controllers or run times. The site also provides a helpful checklist for customers to fill out prior to going to the retailer, so they'll know exactly which kinds of nozzles they'll need in their yards.

Residential customers will receive a voucher good for up to 25 free nozzles, while commercial customers can receive up to 100 nozzles. Customers will have only 21 days to receive their nozzles from the date the voucher is issued.



*For additional information about this and other water conservation programs offered in Riverside visit: [RiversidePublicUtilities.com](http://RiversidePublicUtilities.com) or [WMWD.com](http://WMWD.com)*

## Five easy tips for tree planting and care

If you're among the thousands of Riverside Public Utilities customers heading out this month to redeem your FREE Shade Tree Coupon on the back of your March 2011 utility bill, make sure you plant your tree correctly when you get it home. By following these five easy steps to plant your tree it will provide you with cooling shade and fresh air while beautifying your property for years to come.

### 1. Plant the right tree in the right place

First, make sure you're planting in the right place. Remember, your tree is going to grow. Give it plenty of room. DO NOT plant under power lines, near water or sewer lines, or sidewalks, driveways and foundations. Dial 811 or (800) 227-2600 before you dig your hole to find out what's below.

### 2. Prepare your planting hole

Dig a hole that is the right size. As a general rule, the hole should be no deeper than the soil the tree was originally planted in, and at least three-times the width of the root ball.

### 3. Plant your tree correctly

Plant your tree in natural soil. Center the tree in the hole and check the depth. Slowly fill in the hole with soil, firming it every 4-6 inches. Create a small basin around the planting hole and fill it with water.

### 4. Stake and mulch

If your tree bends over, or is located in a windy area, you'll want to use stakes to keep it from breaking. Put stakes on each side of the tree and attach them to the tree trunk. Remove them when the tree can stand freely on its own. Place a layer of mulch in the basin 2-3 inches thick and a few inches away from the trunk.

### 5. Take care of your tree

Your new tree will need to be watered separately from what your sprinkler system offers it. For the first year, provide a minimum of 15 gallons each week. Generally your tree will not need pruning for its first two years.



# Community Events Calendar

## March

**18**  
**St. Patrick's Day Dance,**  
**Ages 12-17**  
Bryant Park  
4 p.m.  
For more info call 826-2000

**Legally Blonde**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**19**  
**Mary S. Roberts Pet**  
**Adoption Center's**  
**19th Annual Walk**  
**With The Animals**  
Fairmount Park  
9 a.m.  
For more info call 688-4340,  
x307

**Legally Blonde**  
Fox Performing Arts Center  
2 & 8 p.m.  
For more info call 779-9800

**20**  
**Bird Walk**  
California Citrus State  
Historic Park  
2 p.m.  
For more info call 830-9130

**Legally Blonde**  
Fox Performing Arts Center  
1 & 6 p.m.  
For more info call 779-9800

**21**  
**55+ Walking Club**  
La Sierra Senior Center  
9:30 a.m.  
For more info call 351-6435

**22**  
**The Mystery of King Tut**  
**(School Showing)**  
Fox Performing Arts Center  
10 a.m.  
For more info call 779-9800

**23**  
**8th Annual Senior**  
**Conference**  
Janet Goeske Senior Center  
8 a.m. — 1 p.m.  
For more info call 826-8721

**Mayor's Night Out,**  
**Ward 5**  
Liberty Elementary School  
6:45 p.m.  
For more info call 826-5813

**25**  
**Wanda Sykes**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**26**  
**Gather the Women**  
**Conference 2011**  
Downtown Riverside  
8:30 a.m. — 5 p.m.  
For more info visit:  
womencreatingpeace.org

**19th Annual Riverside**  
**Airport Open House &**  
**Airshow**  
Riverside Municipal Airport  
9 a.m. — 4 p.m.  
For more info call 351-6113

**Chris Botti with the**  
**Corona Symphony Pops**  
**Orchestra**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**27**  
**Citrus Sampling**  
California Citrus State  
Historic Park  
2 p.m.  
For more info call 780-6222

**28**  
**Shop to Stop**  
**Breast Cancer**  
Riverside Marriott Hotel  
5:30 — 7:30 p.m.  
For more info call 241-8723  
x224

**30**  
**Tales and Tunes Storytime**  
Eastside Library  
5 p.m.  
For more info call 684-8347

## April

**1**  
**Games Day for Kids**  
Arlanza Library  
3:30 p.m.  
For more info call 683-0389

**An Evening with Scott**  
**Stapp/Voice of Creed**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**2**  
**All In Good Taste:**  
**Katipunan**  
Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800

**3**  
**First Sundays**  
Riverside Art Museum  
1 — 4 p.m.  
For more info call 684-7111

**4**  
**Preschool Storytime**  
Marcy Library  
10:30 a.m.  
For more info call 682-5524

**5**  
**55+ Reading Book Club**  
Dales Senior Center  
9 a.m.  
For more info call 826-2047

**6**  
**Family Storytime**  
Downtown Library  
11 a.m.  
For more info call 826-5201

**7**  
**Riverside ArtsWalk**  
Downtown Riverside  
6 — 9 p.m.  
For more info call 682-6737

**Riverside International**  
**Film Festival Gala Recep-**  
**tion**  
Culver Center of the Arts  
Downtown Riverside  
6 p.m.  
For more info call 682-4456

**9**  
**64th Community Flower**  
**Show & Garden Tour**  
Elks Lodge + 6 Private Gardens  
10 a.m.  
For more info call 643-8890

**55 & Better Fashion Show**  
La Sierra Senior Center  
10 a.m. — 2 p.m.  
For more info call 826-2000

**Jourdan Urbach with**  
**The Riverside County**  
**Philharmonic**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**10**  
**64th Community Flower**  
**Show & Garden Tour**  
Elks Lodge + 6 Private Gardens  
10 a.m.  
For more info call 643-8890

**Speaking Series:**  
**Grafting 101**  
California Citrus State  
Historic Park  
2 p.m.  
For more info call 780-6222

**Arlo Guthrie**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**12**  
**Seussical (School Showing)**  
Fox Performing Arts Center  
10 a.m.  
For more info call 779-9800

**14**  
**Short, Sweet and To**  
**The Point, Riverside**  
**County Philharmonic**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**16**  
**6th Annual Salute to**  
**Veterans Parade**  
From RCC to Riverside County  
Courthouse on Main  
10 a.m.  
For more info call 687-1175

**Spring Egg Hunt**  
**for Children**  
Local Parks around Riverside  
10 a.m.  
For event locations call 826-200

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCa.gov**

**RIVERSIDE**  
**INTERNATIONAL**  
**FILM FESTIVAL**  
**2011**

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April 8 — 17, 2011

**RiversideFilmFest.org**



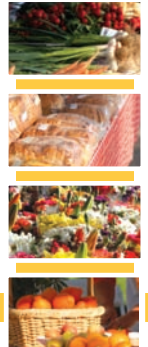
**Downtown**  
**Farmers Market**  
**Riverside**

**Saturdays**  
8 a.m. - 1 p.m.

**Main Street**  
between Fifth and Sixth Streets



No Dogs Allowed - California Health and Safety Code Sec. 114371.d







City of Arts & Innovation

## Riverside Outlook

March 2011

Published by the  
City of Riverside  
3900 Main Street  
Riverside, CA 92522

Mayor:  
Ronald O. Loveridge  
City Council Members:

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Rusty Bailey	Ward 3
Paul Davis	Ward 4
Chris Mac Arthur	Ward 5
Nancy Hart	Ward 6
Steve Adams	Ward 7

City Manager:  
Bradley J. Hudson

**826-5311**

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**6TH ANNUAL  
A SALUTE TO  
VETERANS PARADE**

**SATURDAY, APRIL 16, 2011 AT 10 A.M.**  
**Join the Inland Empire in Honoring All Veterans**

**SPONSORS:** BOARD OF SUPERVISORS, RIVERSIDE COUNTY CALIFORNIA  
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**Pancake Breakfast 7:20 a.m.**  
RCC parking lot at Ramona Drive  
and Olivewood Avenue

**Join the Celebration!**  
For information on how you can  
support or be part of this event  
call (951) 687-1175 or visit

**[asalutetoveterans.com](http://asalutetoveterans.com)**



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